

Minutes
Board of Directors Meeting
Huntington Beach Marketing and Visitors Bureau
Tuesday, March 22, 2011

3:00 p.m.
Endless Food & Fun
7227 Edinger Ave.
Huntington Beach, CA 92647

BOARD MEMBERS PRESENT: Michael Ali, Suzanne Beukema, Margie Bunten, Shirley Dettloff, Steve Dodge, Kevel Patel, Marco Perry, Joyce Riddell, Dean Torrence

BOARD MEMBERS ABSENT: Brett Barnes, J.D. Shafer, Robert Vaughan, Tom Shields

GUESTS PRESENT: Kellee Fritzal

STAFF PRESENT: Steve Bone, Bob Wentworth, Chris Anderson, Nicole Llido, Briton Saxton

1. **Meeting called to order** with Antitrust Reminder (*see reverse of agenda*) at 3:09 p.m.
by Chair Kevin Patel
2. **Roll Call**
3. **Public Comments** – None
4. **Approval of February 15, 2011 Board Meeting Minutes** – Motion/second by
Bunten/Phelps. Ayes unanimous. Minutes approved.
5. **TOT report by Kellee Fritzal** – Gross is up, smaller and larger hotels both doing well.
6. **Financial Report by JD Shafer** – High expenses are starting to even out as predicted.
7. **Chairman's Report by Chair Kevin Patel** – As discussed by the Lodging Committee,
there has been a change in the type of tourist seen in Huntington Beach. The Lodging
Committee is due for another meeting in about 2 months.
8. **Marketing Report by VP of Sales & Marketing, Bob Wentworth** –
 - a. Group Sales Update:
 - i. Introduction of Chris Anderson, Director of Sales
 - ii. Tradeshow
 - iii. CRM
 - iv. Group Collateral
 - b. Marketing Update
 - i. Website and Online Update
 1. Website Upgrades
 2. Online Advertising / SEO / PPC
 3. Social Media Promotions
 4. International Market
 - Pow Wow
 - Upcoming Fams
9. **Sustainable Tourism Report by Chair Shirley Dettloff** – Continuing with
Community Outreach
10. **Advocacy Committee Report by Chair Joyce Riddell** – OCTC Tourism Week

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11. President's Report by Steve Bone –

- a. Form 700 (due 4/1)
- b. Film Commission Contract w/ RDA
- c. OCTC (Orange County Tourism Commission) Update
 - i. May 11 Conference
 - ii. Legacy Awards
- d. Visitor Profile Survey
- e. "Surf City USA" licensing
- f. Huntington Beach Tourism Week
- g. Addition of Kevin Patel to Bank Signature Cards

12. Motion to adjourn meeting. Motion/Second by Riddell/Detloff. Ayes unanimous.
Meeting adjourned at 5:15 p.m.